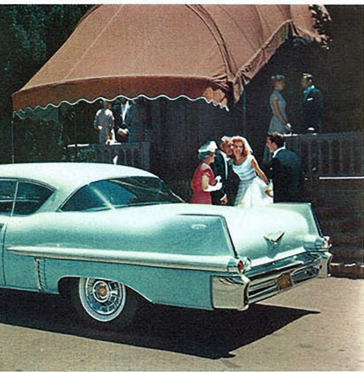


You and your Cadillac





If you could follow the average Cadillac car through the course of a whole year's activities, you would understand, we think, how much the car could add to your *own* satisfaction and happiness. For no other motor car leads so interesting and vital a life—or brings its owner so many happy and memorable moments. Whether it be a visit to some noteworthy happening of the day . . . or a journey to one of the season's leading social events . . . or simply a routine family outing—a Cadillac car is always an inspiring companion and a source of wondrous comfort and pleasure. And wherever journey's end might find its owner, he knows that his Cadillac introduces him with rare eloquence—and represents him as a man of substance and character. Certainly then, there can be no conjecture as to why Cadillac owners regard their motor cars with such deep and abiding affection. It is simply that a Cadillac brings a man a measure of contentment and satisfaction and pleasure that he can find in no other material possession.

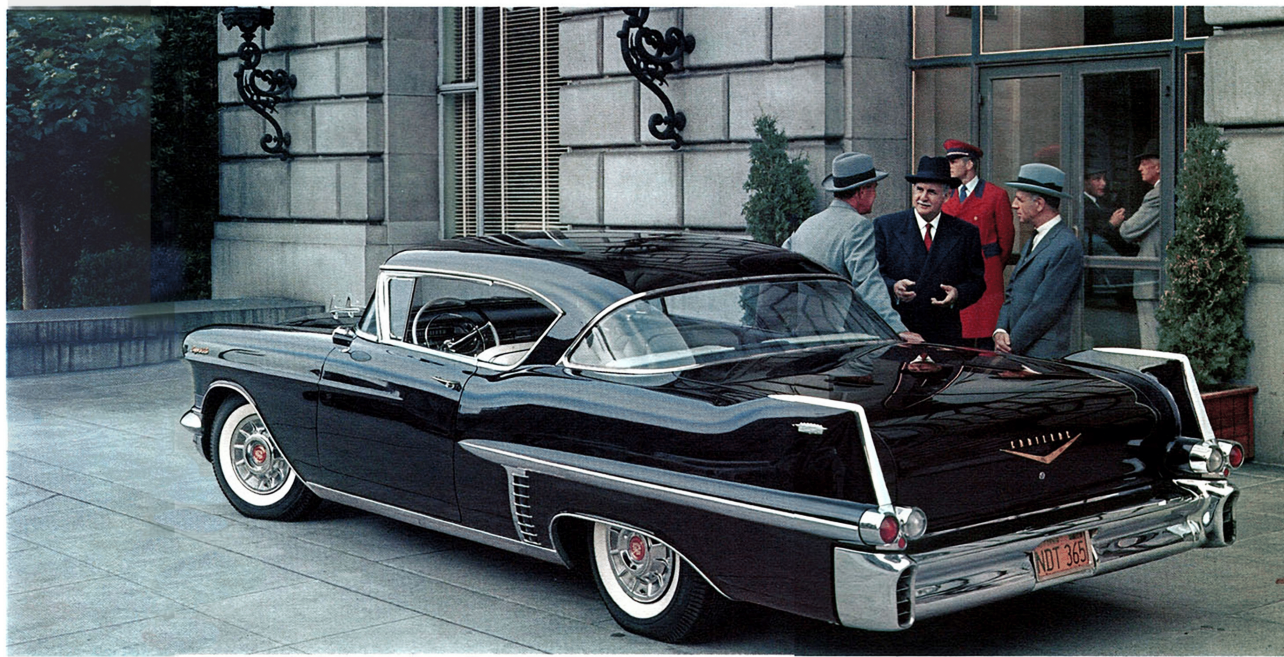


You will add so much to your personal happiness!



You will make motordom's soundest investment!

It is a generally recognized and accredited fact that when a motorist purchases a Cadillac he makes one of the soundest of all automotive investments. The reasons for this are readily apparent. There is Cadillac's modest purchase price, for instance—actually rivalling that of far less accepted cars. There is the Cadillac's marvelous economy of operation—and its extraordinary dependability and longevity. And, to be sure, there is Cadillac's phenomenal resale value—traditionally the finest in all motordom. Certainly, this extraordinary combination of virtues illuminates an important and significant truth—that Cadillac ownership is as wise as it is wonderful . . . and as practical as it is pride-inspiring.





SERIES SIXTY SPECIAL FLEETWOOD SEDAN



SERIES SIXTY-TWO COUPE



SERIES SIXTY-TWO SEDAN



SERIES SIXTY-TWO COUPE DE VILLE



SERIES SIXTY-TWO SEDAN DE VILLE



SERIES SIXTY-TWO CONVERTIBLE



ELDORADO SEVILLE



ELDORADO BIARRITZ



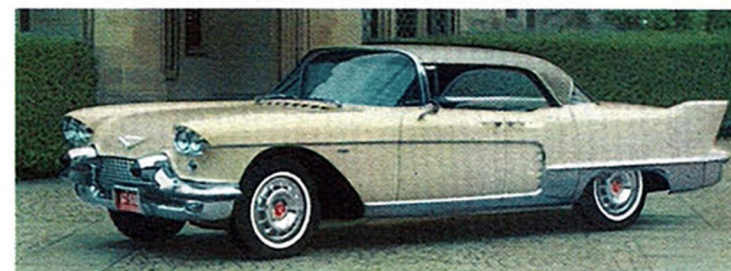
SERIES SEVENTY-FIVE FLEETWOOD SEDAN . . . OR LIMOUSINE

Take a minute and select your new Cadillac
...then visit your authorized Cadillac dealer!

In the panels you see here are pictured the beautiful Cadillac models for 1957. Among them, unquestionably, is a Cadillac that has a special place in your heart—and which could *easily* have a special place in your driveway. The odds are, however, that you will not know *how* easily until you obtain the full

facts about Cadillac economy today. We suggest that you pay us a visit—that you take the time for a personal demonstration on the highway—and that you let us tell you of our advantageous trade-in allowance on your present car. You'll be delighted to learn how readily this could be *your* new Cadillac year.

Coachcraft by Fleetwood



ELDORADO BROUGHAM